



KATHY HAWK

JACK OF MANY TRADES, MASTER OF GETTING IT DONE.

EXECUTIVE SUMMARY

I am a proactive, versatile, and strategic global brand and product marketing professional with diverse industry experience. With strong analytical, planning, and project management skills, I develop national and global marketing campaigns that drive customer acquisition, retention, and engagement. I think creatively. I manage the development of creative assets including TV spots, video ad units, print artwork, marketing collateral, copywriting, digital ads, social media content, website creation, design and content (Word Press) and I have experience overseeing large influencer/brand ambassador campaigns. Deep domain knowledge with B2B, B2C, retail, ecommerce and social commerce. I have solid computer skills with all MS Office applications with an adaptability to new platforms. I'm a strong self-starter who takes full responsibility and ownership of tasks. I'm able to work in a fast-paced environment with changing priorities while still meeting deadlines. I have a coaching mindset with previous experience managing 5 direct reports.

PROFESSIONAL CAREER

MARKETING CONSULTANT/FREELANCER

Hive24Design | May 2016-present

Marketing and Design consulting and management.

- Develop marketing strategies based on a company's unique needs and goals.
- Development and creation of strategic roadmaps, integrated marketing plans, strategic briefs, design, copy, website content, social content, media buying, and others as needed based on the initiative.
- Outlining the marketing strategy to grow your business and/or product and partnering with key stakeholders to develop tactics to ensure all initiatives are successfully implemented.
- Strong understanding of digital marketing trends, platforms, and technologies.
- Coordinate and manage live events and tradeshow.
- Develop and manage your social media presence, keeping it fresh and captivating, ensuring your online platforms reflect your dynamic brand image.
- Build and manage your website and eCommerce platforms.
- Continuously analyze market trends and competitor positioning, leveraging customer behavior and experience data to shape marketing strategies.
- Ability to inform, influence and collaborate across teams, departments and with all organization levels.
- Excellent communication and PowerPoint presentation skills.
- Creative, strategic marketing programs include researching brands and competitive landscapes, trends, and social media influencers and omni channel strategies.

Clients include:

CHA Hollywood Presbyterian Hospital & Medical Center

Undaunted Apparel

Unlimited Off-Road

Ted Barbur Sales & Marketing

Elle Grey Stories (author)

EARN (Expand Animal Rights Now)

EcoKrawl Events, LLC

Danielson Financial Group

NASCAR

SR. MANAGER, MARKETING & PUBLICITY (REMOTE)

Contract to Permanent

SmartLab Toys (Manufacturer) | October 2021-July 2022 (Company was sold)

To support SmartLab's mission to educate, entertain and enrich the lives of children in making science fun!

- Create & execute marketing plans designed to generate sales, build brand awareness, and maximize exposure to the target audience through online, print, broadcast, and other channels.
- Created campaign briefs and managed large influencer campaigns across an ever-increasing multitude of platforms and touchpoints.
- Created and managed budgets.
- Redesigned Amazon storefront and created and managed A+ Content pages for new brand launches and product listings.
- Designed and launched new website (WordPress and Yoast SEO).
- Managed all e-commerce via website store, Amazon and online retailers.
- Produced creative briefs, media kits, and advertising copy for new product launches.
- Successfully developed the pitch of key products to journalists, family and parenting media and key online influencers.
- Managed external vendors and agencies.
- Coordinated and attended events and tradeshow.
- Managed all social media channels via Hootsuite.

VICE PRESIDENT, GLOBAL MARKETING

Funrise Inc. (Manufacturer) | May 2004-Sept 2015

Managed global marketing/PR initiatives for all Funrise brands.

- Created global marketing/PR campaigns for new and existing products including traditional & digital media, influencer and affiliate programs, publications, press releases, cross-sell booklets, sell-sheets, marketing materials and ads.
- Supported sales team with appropriate messaging, positioning, and custom sales presentations directed toward retailers.
- Improved distribution of marketing collateral by creating a shared and secured website for the global sales team which provided them with immediate accessibility to product information and images.
- Built and managed a marketing team of 5 direct reports.
- Developed & managed online presence utilizing social media platforms to support our retailers and engage consumers.
- Initiated & monitored global P&L budgets & tracked commitment to marketing spends in compliance with licensing agreements.
- Successfully produced & managed an experiential marketing campaign for the iconic Tonka brand including off-road motorsports events both here in North America and Australia.
- Coordinated, attended and managed global trade shows with extensive travel.

CONTACT DETAILS

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